

MAY 15 1925 ✓

✓ ©CIL 21465 ✓

✓ EVE'S SECRET ✓

✓ Photoplay in 7 reels ✓

✓ From "The Moon-Flower" by Zoe Akins ✓

✓ Adapted from the play by Lajos Biro ✓

✓ Screen play by Adelaide Heilbron ✓

Directed by Clarence Badger

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S. ✓

✓ From Zoe Akins' adaptation
of the play "Moonflower" by
Lajos Biro ✓

"Eve's Secret" Is 6 Reels—6305 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present
Betty Compson and Jack Holt
 in
"Eve's Secret"
 From "The Moon-Flower" by Zoe Akins
 Adapted from the play by Lajos Biro
 Screen play by Adelaide Heilbron
 Directed by Clarence Badger
 A Paramount Picture

PURPOSE: To Help You Sell the Picture

BETTY COMPSON AND JACK HOLT "EVE'S SECRET", BASED ON

PUTTING IT OVER RIGHT

Here are two real big names to work with—Betty Compson and Jack Holt.

You can put over a great teaser campaign on this picture a couple of days before the opening.

"Do you know EVE'S SECRET?"

"Cleopatra, Delilah, DuBarry knew EVE'S SECRET. Do you?"

Run a picture of the duel in the production. "Did this solve EVE'S SECRET?"

Have a pretty girl go about the streets — "Ask me about EVE'S SECRET."

"Ssss-hhhh! EVE'S SECRET will be let out next....!" Then — "It's a Paramount picture co-starring Betty Compson and Jack Holt, which comes to the..... Theatre."

"Can a woman keep a secret? How about EVE'S SECRET?"

"What was EVE'S SECRET?" Something to tell the world about—EVE'S SECRET, a new Paramount picture, coming to the.....on.....

Travel bureau tie-up. The Riviera, Monte Carlo, picturesque French villages—they're all shown in "Eve's Secret." Illustrate (window display) with stills from the picture.

"It's out at last — EVE'S SECRET, a Paramount picture now showing at the....."

Cleopatra
 Delilah
 DuBarry } Knew **EVE'S SECRET**
 Do You?

Modiste shop tie-ups—showing Betty as a peasant girl of Normandy, then as a gorgeously gowned woman after three years schooling in Paris.

Holt and Collier, Jr., are the last word in sartorial perfection, also. Holt's a Duke in the picture, and Collier inherits a fortune and "lives like a Prince" for a week on the Riviera.



Colored Window Card

BRIEF FILM FACTS IN TABLOID FORM

Featured Players

BETTY COMPSON, Jack Holt, two of the most popular stars on the screen today. Miss Compson was recently seen in "New Lives for Old", while Holt has to his credit such "Westerns" as "Wanderer of the Wasteland," "North of 36" and "The Thundering Herd."

Director

Clarence Badger, who made "New Lives for Old," among others.

Author

Zoe Akins. "Eve's Secret" is based on her play, "Moon-Flower," adapted from the European success by Lajos Biro.

Scenarist

Adelaide Heilbron, who also prepared the script for "New Lives for Old" and "Dressmaker from Paris."

Cameraman

McKinley Martin

Type of Story

A modern European story—as modern as New York and as sophisticated as Broadway. It is the vivid story of a Duke who loved a peasant.

Theme

Jack Holt, as the Duke of Poltava, has no use for the women of his own rank. He falls in love with Eve, a little peasant girl, and sends her to Paris to be educated, intent on making her his Duchess.

It is a new Eve we see some time later at the Ville d'Or, on the Riviera. The Duke is insanely jealous and keeps all men away from her.

A Story of a Beautiful And the Men Who About Women from

Directed by Clarence Badger from Zoe Akins' Stage Success, "The Moon Flower"

EVE'S SECRET" is out at last. It's the story of a beautiful girl who loved a peasant.

The picture, written for the screen by Zoe Akins, adapted from the play by Lajos Biro, brings Betty Compson and Jack Holt, two of Paramount's most popular stars together for the first time in the same production.

Directed by Clarence Badger, who made "New Lives for Old," the story is one of modern European romance. A Duke, who, as the result of a disillusion with all women of his own rank, Heilbron, who also prepared the script for "New Lives for Old" and "Dressmaker from Paris," the beauty and spirit of Eve, a young peasant village near his chateau. Realizing that the family line must be carried on, he sends her to be educated, with the intention of making her his Duchess. And thereby hangs the tale.

It is a transformed, beautiful, polished returns from Paris. She is the center of admirers, among these a young village lord who has inherited a small fortune from an uncle and has the ambition of a lifetime in living "like a lord." With boyish impulsiveness, he pursues her and incurs the wrath of the Duke.

There is a duel and a real surprise climax. William Collier, Jr., recently seen in "The Wanderer," goes "and who will have the role in the picture." Forty group of pictures day."

Cast

Eve	A peasant girl who becomes a Duchess.....
Duke of Poltava	Known as a great lover and a great duellist.....
Pierre	A young "millionaire" for a day" infatuated with Eve.....
Duchess	
Baron	
Prince Boris.....	

Brief Synopsis

HENRI, Duke of Poltava, heir to the dark glory of his line, as the uncontrollable temperament is disgusted with all women of his own rank. He falls in love with the beauty of Eve, a little peasant girl who sends her to Paris to be educated, with the

SHEET

Adolph Zukor and Jesse L. Lasky present

Betty Compson and Jack Holt

"Eve's Secret"

From "The Moon-Flower" by Zoe Akins

Adapted from the play by Lajos Biro

Screen play by Adelaide Heilbron

Directed by Clarence Badger

A Paramount Picture

To Help You Sell the Picture to the Public.

JACK HOLT CO-STARRED IN BASED ON BROADWAY STAGE HIT

... of a Beautiful Siren
... the Men Who Learned
... at Women from Her

Clarence Badger from Zoe Akins' Broadway
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of picture is the young "millionaire for a

Betty Compson, Jack Holt Co-stars of "Eve's Secret"

Latest Paramount Picture Adapted From the
Broadway Stage Hit, "The Moon-Flower"

(Synopsis Story)

EVE'S SECRET", a Paramount screen version of the
Broadway hit, "The Moon-Flower," co-starring
Betty Compson and Jack Holt and due for a
days' run next at the Theatre, is
the story of a Duke who falls in love with a peasant
girl, sends her to Paris to be educated and then when
she returns, a beautifully gowned, polished woman, is
insanely jealous of the attention paid her by other men.
A duel follows with startling results.

The scenes of the picture are a little French village
and the Riviera. The production opens showing the
disillusionment of Holt, Duke of Poltava. He becomes
disgusted with the women of his own rank and falls in
love with a little peasant girl living near his chateau
and sends her to Paris to be educated with the inten-
tion of making her his wife.

Three years pass, and the scene shifts to the French
Riviera. We see a transformed Eve, the center of a
group of admirers who scatter at the approach of the
Duke whose reputation as a swordsman is a matter of
common knowledge. He is insanely jealous of the girl,
while she is by no means sure of her feelings toward
him because of his hair-trigger temper and dictatorial
manner. There are constant quarrels.

William Collier, Jr., heading the supporting cast in
the picture as Pierre, a village lad and former close
acquaintance of Eve, falls heir to a small fortune and
has come to the famous resort to "live like a Prince"
for a week, rather than live comfortably as a peasant
for the rest of his life. He is mistaken for a nobleman
and lets it go at that.

Eve and Pierre meet. Neither recognizes the other,
and the girl accepts his invitation to have dinner in his
rooms, despite the fact that she has sworn to
kill the next man who evades much. A look
at her. During the course of the evening, it is
revealed and Eve is terrorized at the thought of the
danger she has placed the youngster in.

The Duke arrives, and Pierre (it's truly wonderful
the courage a little vin blanc gives one) challenges the
Duke to meet him 'at dawn.'

The two meet on the beach in an uneven affair of
honor with the above mentioned results.

Unlike the Eve of old, the beautiful women in "Eve's
Secret" are beautifully gowned. They go through the
picture in big scenes, a palace, the famous Monte Carlo,
a brilliant bathing beach and a charming little French
village. There is one long procession of beauty fash-
ionably gowned.

The unexpected ending should prove a sure-fire hit.
It thrills, it satisfies, it is happy, and with it goes to
answer to Eve's secret.

Clarence Badger, who made "New Lives for Old,"
directed.

"Eve's Secret" Revealed This Week at Rialto

Betty Compson and Jack Holt
Co-starred in New Para-
mount Picture

(Synopsis Story)

FOR the first time in their long ca-
reers on the screen, Betty Comp-
son and Jack Holt are co-starred to-
gether in a picture. The feature is
"Eve's Secret," a Paramount produc-
tion directed by Clarence Badger, at
the Theatre all this week.
It is a colorful, dramatic story laid
in France.

On her first day in the little French
village of d'Enville, Betty Compson,
orphaned grand-niece of the village
cobbler, has an across-the-street flirta-
tion with William Collier, Jr., the
tailor's apprentice. Dreamy-eyed
Collier sits cross-legged stitching in
the open doorway, while he dreams
of Monte Carlo, as pictured in a travel
advertisement—glitter of gold—
lure of the most beautiful women in
the world.

The chateau of Jack Holt, heir to
dark good looks and a terrible tem-
per, which has earned for him the
title of "The Killer," overlooks the
village. There Holt discovers the
Princess—the woman he loves and is
to marry—in the arms of another
man. A duel follows, and Holt kills
his adversary. With the smoking pis-
tol still in his hand, Holt orders out
his guests, including the woman who
betrayed him. They depart in terror.

Love Interest

His aunt pleads with him. The
Princess was so beautiful, so eligible.
He must marry. The line of Poltava
must be continued. "I shall marry
the first decent woman I meet," he
cries in a rage. He looks out of the
window. Miss Compson is toiling up
the road to the chateau, Holt's riding
boots, repaired by her uncle, under
her arm. He finds her charming.

The next day arrangements are
made with the old cobbler to send
Miss Compson away to be educated
at Holt's expense—educated to be-
come his Duchess. No one in the
village is to know. Miss Compson is
thrilled. But as Holt leaves the shop
she waves to Collier, stitching pa-
tiently across the way, and unac-
countable tears fill her eyes.

Three years later a transformed
Miss Compson is shown in a luxurious
apartment in Monte Carlo. Polished,
beautiful and bored, she is tired of
wealth; tired of Holt with his con-
stant demands that she marry him;
tired of his deadly, tyrannical jeal-
ousy.

In d'Enville the tailor's apprentice,
Collier, gets a legacy, enough to last
a peasant a life-time. But to him it
spells living like a King for one week
at Monte Carlo—glitter of gold—lure
of the most beautiful women in the
world.

Colorful Scenes

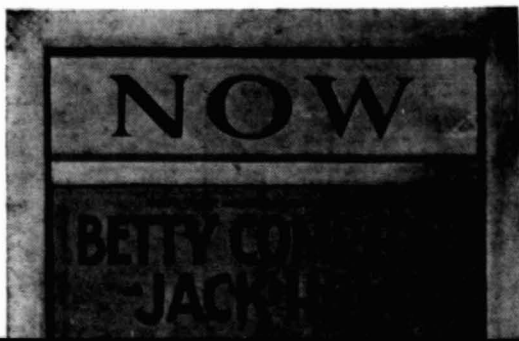
So to Monte Carlo comes an un-
known young man, scattering his
money like a prince. "He must be a
prince," murmur the beautiful wo-
men. But he has eyes for none but
the unattainable Miss Compson.
Something in his face attracts her,
stirs something deep in her heart.

Cast

..... A peasant girl who be- comes a Duchess.....	Betty Compson
tava... Known as a great lover and a great duellist.....	Jack Holt
..... A young "millionaire for a day" infatuated with Eve.....	William Collier, Jr.
.....	Vera Lewis
.....	Lionel Belmore
.....	Mario Carillo

Brief Synopsis

... of Poltava, heir to the dark good looks and jealous,
able temper, of his line, as the result of a disillusion-
ment with all women of his own rank and is struck
by Eve, a little peasant girl living near his chateau,
sends her to Paris to be educated, with the intention of making



"Do you know EVE'S SECRET?"

"Cleopatra, Delilah, DuBarry knew EVE'S SECRET. Do you?"

Run a picture of the duel in the production. "Did this solve EVE'S SECRET?"

Have a pretty girl go about the streets — "Ask me about EVE'S SECRET."

"Ssss-hhhh! EVE'S SECRET will be let out next.....!" Then — "It's a Paramount picture co-starring Betty Compson and Jack Holt, which comes to the..... Theatre."

"Can a woman keep a secret? How about EVE'S SECRET?"

"What was EVE'S SECRET?" Something to tell the world about—EVE'S SECRET, a new Paramount picture, coming to the..... on.....

Travel bureau tie-up. The Riviera, Monte Carlo, picturesque French villages—they're all shown in "Eve's Secret." Illustrate (window display) with stills from the picture.

"It's out at last — EVE'S SECRET, a Paramount picture now showing at the....."

Cleopatra
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EVE'S
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Modiste shop tie-ups—showing Betty as a peasant girl of Normandy, then as a gorgeously gowned woman after three years schooling in Paris.

Holt and Collier, Jr., are the last word in sartorial perfection, also. Holt's a Duke in the picture, and Collier inherits a fortune and "lives like a Prince" for a week on the Riviera.

"Princely clothes—that's what one finds at.....'s Men's Shop."

Great cut-outs from the posters on "Eve's Secret" — showing Betty teasing Holt with an apple.

"Eve starts more trouble for the men folks this week at the..... Theatre. See Betty Compson and Jack Holt in 'Eve's Secret'."

Have the girl mentioned above go about whispering to prospective patrons — telling them EVE'S SECRET—that it's coming to your theatre on such-and-such a date.

Have your theatre staff put over a little teaser stunt of their own. When patrons come to the theatre start off by having the girl in the booth ask them if they've heard about "Eve's Secret." Then the ticket-taker could warn them not to reveal "Eve's Secret," and last of all the usher could let them in on what it's all about by saying it's a Paramount picture coming to your theatre soon. This will surely make an impression.

Tie up with your grocery and fruit stores by having EVE'S SECRET stencilled on apples.

"Ever seen Betty Compson as a blonde? Don't miss 'Eve's Secret'."



Colored Window Card

BRIEF FILM FACTS IN TABLOID FORM

Featured Players

BETTY COMPSON, Jack Holt, two of the most popular stars on the screen today. Miss Compson was recently seen in "New Lives for Old," while Holt has to his credit such "Westerns" as "Wanderer of the Wasteland," "North of 36" and "The Thundering Herd."

Director

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Cameraman

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Type of Story

A modern European story—as modern as New York and as sophisticated as Broadway. It is the vivid story of a Duke who loved a peasant.

Theme

Jack Holt, as the Duke of Poltava, has no use for the women of his own rank. He falls in love with Eve, a little peasant girl, and sends her to Paris to be educated, intent on making her his Duchess.

It is a new Eve we see some time later at the Ville d'Or, on the Riviera. The Duke is insanely jealous and keeps all men away from her.

Collier, Jr., as Pierre, arrives on the scene bent on going through a small fortune his uncle has left him in a week. He falls for Betty, incurs the wrath of the Duke, and there is a duel.

The Duke is wounded, and Pierre goes to Eve in triumph, but she realizes it is Holt she really loves and leaves the astonished Pierre to find solace in relating his valor in the duel to a group of open-mouthed admirers.

Box Office Value

Betty Compson and Jack Holt are co-starred for the first time in their careers in "Eve's Secret." This should be enough to fill any house even if it wasn't for the fact that this picture is the greatest thing either has ever done.

There's something in the title that'll get them in, and there's lots in the picture to entertain them.

Appeal

"Eve's Secret" is a production with a "Cinderella" theme—all about a peasant girl who becomes a Duchess. This type of story always goes over big.

Big Scenes

The duel scenes. (There are two of them in the course of the production.) Ville d'Or, that famous resort on the Riviera. Here is shown a bathing beach scene that eclipses in beauty and color Atlantic City and Palm Beach. Beautiful women in striking bathing costume n'everything.

The transformation of Betty from peasant girl to a gorgeously gowned woman. The arrival at the resort of Collier, marvelously dressed, armed with his legacy and a great desire for pretty girls. He finds them, but they all seem ordinary when he catches sight of Betty in bathing.

Monte Carlo—the most colorful spot in all the Continent. Collier revels in the success of beginners luck and then astonishes an admiring crowd by rushing away and leaving on the table his last winnings. He has sighted Miss Compson in a distant part of the Casino.

E who loved a peasant girl.
The picture, written for the screen by Lajos Biro, adapted from the play by Lajos Biro, brings and Jack Holt, two of Paramount's most together for the first time in the same production.
Directed by Clarence Badger, who made "New Lives for Old," the story is one of modern Europe. A young Duke, who, as the result of a disillusion with all women of his own rank. He is beauty and spirit of Eve, a young peasant village near his chateau. Realizing that he the family line must be carried on, he sends her to be educated, with the intention of making her his Duchess.
And thereby hangs the tale.

It is a transformed, beautiful, polished girl who returns from Paris. She is the center of a devoted group of admirers, among these a young village lad who has inherited a small fortune from an uncle and has the ambition of a lifetime in living "like a Prince." With boyish impulsiveness, he pursues her and incurs the wrath of the Duke.

There is a duel and a real surprise climax. William Collier, Jr., recently seen in "The Sign of the Cross" and who will have the leading role in the forthcoming "The Sign of the Cross" is the young "millionaire" who goes "for a day" infatuated with Eve.

Forty group of pictures is the young "millionaire" who goes "for a day" infatuated with Eve.

Cast

Eve	A peasant girl who becomes a Duchess.....
Duke of Poltava	Known as a great lover and a great duellist.....
Pierre	A young "millionaire" for a day infatuated with Eve..... Will
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Brief Synopsis

HENRI, Duke of Poltava, heir to the dark god of his line, as the result of his uncontrollable temper of his line, as the result of his uncontrollable temper, is disgusted with all women of his own rank. He falls in love with Eve, a little peasant girl living in a village near his chateau. Realizing that he the family line must be carried on, he sends her to Paris to be educated, with the intention of making her his Duchess.

Several years later we come to the Ville d'Or, on the Riviera. A transformed, beautiful, polished, charming girl who returns from Paris. She is the center of a devoted group of admirers, among these a young village lad who has inherited a small fortune from an uncle and has the ambition of a lifetime in living "like a Prince." With boyish impulsiveness, he pursues her and incurs the wrath of the Duke.

Pierre, a village lad and former acquaintance of the Duke, arrives on the scene bent on going through a small fortune his uncle has left him in a week. He falls for Betty, incurs the wrath of the Duke, and there is a duel.

The Duke is wounded, and Pierre goes to Eve in triumph, but she realizes it is Holt she really loves and leaves the astonished Pierre to find solace in relating his valor in the duel to a group of open-mouthed admirers.

Prince Boris, an admirer of Eve, is ordered to the Ville d'Or. Eve gets a letter asking her to visit the hills for dinner. The letter is signed "Boris" and sends the letter to the Duke. When she is astonished to find the Duke waiting for himself the author of the note. Eve tricks him and escapes to liberty.

Angered by her quarrel with the Duke, Eve is invited to dine in his rooms, taking care that the Duke does not see her. During the course of the evening she and Pierre discover each other's identity, and Eve is filled with horror at the danger she has placed him in. At this juncture, Pierre, intent on challenging the Duke to a duel, goes to the cliff. The Duke, discovering, as he thought, that Pierre, for the first time in his life controls his own destiny, challenges the boy. The latter, however, in a spirit of defiance, meets him the next day "at dawn".

The duel takes place. Pierre wounds the Duke, but the Duke, until the other has struck him and then disappears by decapitating a flower growing on the cliff, is jubilant in his victory, hurries to Eve. But she, realizing the possibility of doubt that it is the Duke she has loved, she rushes to him, and their mutual love is restored.

Pierre manages to console himself by relating the story of the duel to a number of awestruck admirers.

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Three years pass, and the scene shifts to the French
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The two meet on the beach in an uneven affair of
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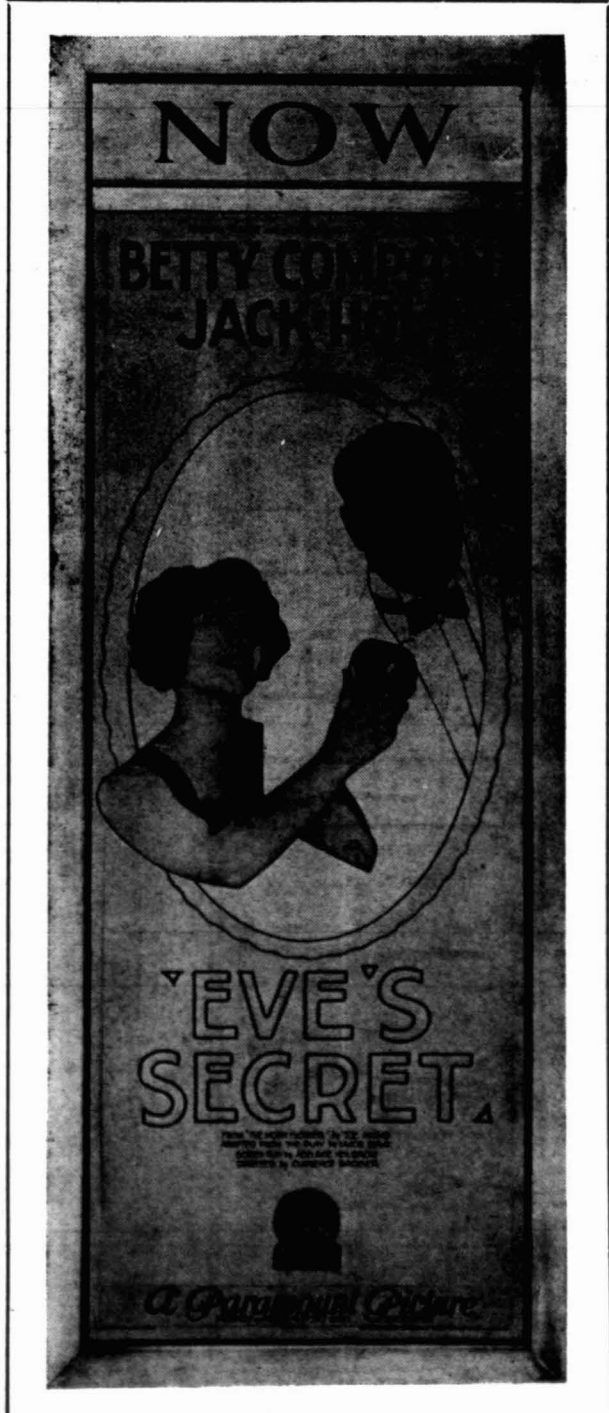
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Colorful Scenes
So to Monte Carlo comes an un-
known young man, scattering his
money like a prince. "He must be a
prince," murmur the beautiful wo-
men. But he has eyes for none but
the unattainable Miss Compson.
Something in his face attracts her,
stirs something deep in her heart,
though neither recognizes the other
—yet.
Holt redoubles his jealous guard
over Miss Compson and she becomes
enraged. She declares she will dine
with a man—any man—that very
night. Holt says he will kill the man
if she does. She defies him, and tells
him to look on the hotel balcony at
eight.
Collier has been warned, and
knows of Holt's threat. Yet life
seems to him complete when at eight
that night she dines with him on the
balcony. It is only when she looks
off and waves, and he sees Holt bow-
ing menacingly that Collier realizes
she is sacrificing him in making him
the victim of her desire to spite Holt.
Thrills—Surprise Climax
Triumph dies for Miss Compson as
interest in Collier grows. When they
go in the salon of Collier's suite and
he sits cross-legged on the sofa she
recognizes the tailor's lad of d'En-
ville. She tells him who she is. He
says he must have known all the
time, for he loves her—not the glit-
ter of gold—the love of beautiful
women. She declares she has been
restless and must have been wanting
him.
Then she remembers. She has as
good as killed him. She pleads for
him to flee, but he refuses. Holt en-
ters the salon. Collier, the boy,
strikes Holt, the killer, across the
mouth.
Upon the beach at dawn there is
a duel. An uneven duel with a novel
twist to it. Out of it all comes happi-
ness, but not in the way expected.
And then there is Eve's secret.
Others in the supporting cast of the
production, which was adapted for
the screen by Adelaide Heilbron from
the Broadway stage success, "The
Moon-Flower," by Zoe Akins, include
Vera Lewis, Lionel Belmore and
Mario Carillo.

Cast

.....A peasant girl who be-
comes a Duchess.....Betty Compson
.....Known as a great lover
and a great duellist.....Jack Holt
.....A young "millionaire
for a day" infatuated
with Eve.....William Collier, Jr.
.....Vera Lewis
.....Lionel Belmore
.....Mario Carillo

Brief Synopsis

Poltava, heir to the dark good looks and jealous,
temper of his line, as the result of a disillusion-
ment with all women of his own rank and is struck
by a little peasant girl living near his chateau,
sends her to be educated, with the intention of making
her his wife.
Three years later we come to the Ville d'Or, a resort on the
French Riviera. Beautiful, polished, chic Eve is revealed to
be the center of a devoted group of admirers. The jealous
Duke is away from her result in many quarrels
and is not quite sure of her feelings toward him.
A former acquaintance of Eve is left a small fortune
and comes to the famous resort to "live like a Prince"
for a week. He arrives at the Ville d'Or, mistaken for a Count
and is mistaken for a nobleman and lets it go at that.
Eve and Pierre meet. Neither recognizes the other,
and the girl accepts his invitation to have dinner in his
rooms, despite the fact that she was told she was to
kill the next man who evaded much at her. During the course of the evening
revealed and Eve is terrorized at the thought of the
danger she has placed the youngster in.
The Duke arrives, and Pierre (it's truly wonderful
the courage a little vin blanc gives one) challenges the
Duke to meet him 'at dawn'.
The two meet on the beach in an uneven affair of
honor with the above mentioned results.
Unlike the Eve of old, the beautiful women in "Eve's
Secret" are beautifully gowned. They go through the
picture in big scenes, a palace, the famous Monte Carlo,
a brilliant bathing beach and a charming little French
village. There is one long procession of beauty fash-
ionably gowned.
The unexpected ending should prove a sure-fire hit.
It thrills, it satisfies, it is happy, and with it goes t
answer to Eve's secret.
Clarence Badger, who made "New Lives for Old,"
directed.



Colored Insert Card

*The Secret of Successful Exhibitors
Use the Paramount News*

BETTY COMPSON JACK HOLT in

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



"EVE'S SECRET"

A
Paramount
Picture

BETTY COMPSON and Jack
Holt co-starring for the first
time, in the breathless romance of a
modern Eve. William Collier, Jr.,
heads the splendid supporting com-
pany.

Four-column Newspaper Advertisement 4A



Betty Compson and Jack Holt in the
Paramount Picture "Eve's Secret"

Two-column Production Mat 2P



Two-column Supplementary Press Ad 2AS

CROSS WORD PUZZLE

1	2	3	4				5	6	7	
8							9			10
11				12	13	14		15		
16			17				18		19	



Jack Holt in
the Paramount Picture
"Eve's Secret"



Betty Compson
the Paramount Picture
"Eve's Secret"

Exhibitor Advertising is: Mount Newspaper Ads and Other Aids

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



ON and Jack
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s romance of a
m Collier, Jr.,
upporting com-



re

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

mentary Press Ad 2AS



Betty Compson in
the Paramount Picture
"Eve's Secret"

Love in a Modern Eden

The story of a beautiful siren and the men who learned about women from her. Two big stars and a cast of favorites.



a
Paramount
Picture

Betty Compson
Jack Holt in

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

"EVE'S SECRET"

From "The Moon-Flower" by Zoe Akins—Adapted from the play by Lajos Biro—Screen play by Adelaide Heilbron—Directed by Clarence Badger

Three-column Newspaper Advertisement 3A

WHAT IS



"EVE'S
SECRET"

Eve told it to Adam—
We'll tell it to you!
See this Paramount
Picture starring
BETTY COMPSON
and JACK HOLT

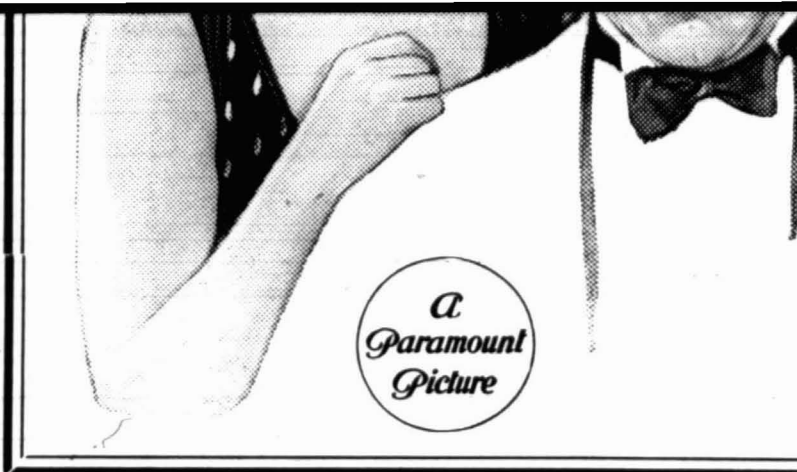
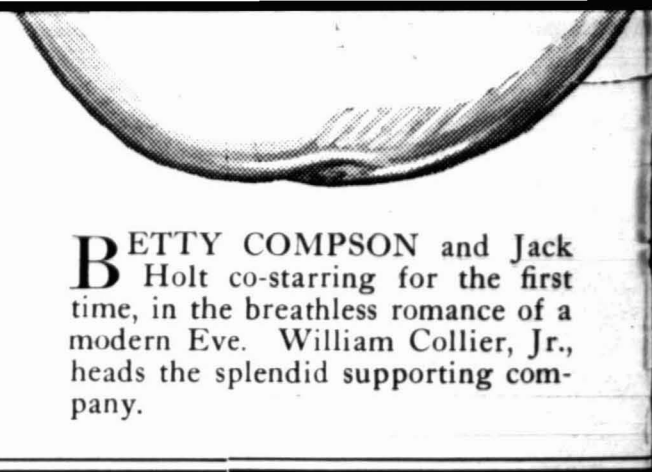
CROSS WORD PUZZLES—


TWO-COLUMN cross word puzzle newspaper mats—similar to the one on "Eve's Secret" illustrated on this page—are available on each of the "Second Famous Forty" pictures. Mats 10 cents each.

One-column mats of the solutions may be had at your exchange upon request.

You can also secure books containing the complete set of 40 puzzles at 8c per book.

Crash in on the cross word craze and cash in!



BETTY COMPSON and Jack Holt co-starring for the first time, in the breathless romance of a modern Eve. William Collier, Jr., heads the splendid supporting company.

Four-column Newspaper Advertisement 4A



Betty Compson and Jack Holt in the Paramount Picture "Eve's Secret"

Two-column Production Mat 2P

BETTY COMPSON
and
JACK HOLT in
A Paramount Picture



Two-column Supplementary Press Ad 2AS

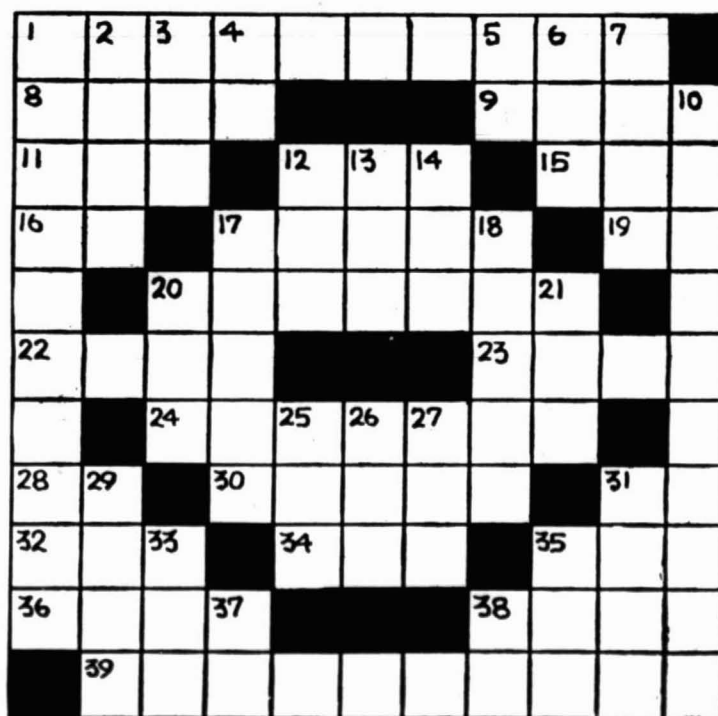


Jack Holt in the Paramount Picture "Eve's Secret"
Production Mat 1PA



Betty Compson in the Paramount Picture "Eve's Secret"
Production Mat 1PB

CROSS WORD PUZZLE



HORIZONTAL

- Secret of the first woman (two words)
- Wicked
- Self (pl.)
- Before
- A beverage
- So. African antelope
- A state (abbr.)
- A girl's name
- Epistle (abbr.)
- Instrumental composition (pl.)
- Digits
- One who inherits
- Last name of a famous emotional picture star
- Exclamation
- First name of celebrated Italian traveller
- A three toed sloth
- A rounded protuberance
- King (French)
- A dunce
- A cleansing compound
- Oil (comb. form)
- What Betty Compson is (two words)

VERTICAL

- Heights
- Girl's name
- Female sheep
- A state (abbr.)
- Concerning
- Hen fruit
- Sound
- One who inspects
- A numeral
- A Greek letter
- Attorney (abbr.)
- Breast
- A person of low instincts
- Dry (French)
- A Japanese coin
- To impair
- In favor of
- Science (abbr.)
- Horny sheath on various animals
- Toward the sea
- Sheep's oleat
- Altitude (abbr.)
- Postmaster (abbr.)
- Bone

EVE'S SECRET

Two-column Press Advertisement 2AX



Betty Compson, Jack Holt and William Collier, Jr. in the Paramount Picture "Eve's Secret"

Three-column Production Mat 3P

N and Jack
for the first
romance of a
Collier, Jr.,
porting com-



a
Paramount
Picture

Betty Compson
Jack Holt in

ADOLPH ZUKOR
JESSE L. LASKY
PRESENT

"EVE'S SECRET"

From "The Moon-Flower" by Zoe Akins—Adapted from the play by Lajos
Biro—Screen play by Adelaide Heilbron—Directed by Clarence Badger

Three-column Newspaper Advertisement 3A

EVE'S
SECRET

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

Supplementary Press Ad 2AS



Betty Compson in
the Paramount Picture
"Eve's Secret"
Production Mat 1PB

WHAT IS



"EVE'S
SECRET"

Eve told it to Adam—
We'll tell it to you!
See this Paramount
Picture starring
BETTY COMPSON
and **JACK HOLT**

One-column Press Ad 1A

CROSS WORD PUZZLES—

TWO-COLUMN cross word puzzle
newspaper mats—similar to the one
on "Eve's Secret" illustrated on this page
—are available on each of the "Sec-
ond Famous Forty" pictures. Mats 10
cents each.

One-column mats of the solutions may
be had at your exchange upon request.

You can also secure books containing
the complete set of 40 puzzles at 8c per
book.

Crash in on the cross word craze and
cash in!

ADOLPH ZUKOR and
JESSE L. LASKY present
A Paramount
Picture



BETTY COMPSON
JACK HOLT in
"EVE'S
SECRET"

REST
OF
BILL

TWO wonderful stars — Betty
Compson and Jack Holt—in
the same picture!

A punch-filled romance, a fas-
cinating background, and a great
secret revealed.

William Collier, Jr., heads the
support.

From "The Moon-Flower" by Zoe Akins—Adapted from the play by Lajos
Biro—Screen play by Adelaide Heilbron—Directed by Clarence Badger

Two-column Supplementary Press Ad 2ASX



Jack Holt and William Collier, Jr., in the
Picture "Eve's Secret"

Three-column Production Mat 3P

Don't Keep This Picture a Secret— About "Eve's Secret" With

"Eve's Secret" Has Everything

Laughs, Thrills and Colorful
Drama in New Paramount

EVE'S Secret," a new Paramount picture co-starring Betty Compson and Jack Holt, which will be the feature at the..... Theatre next..... is the story of a Duke, who falls in love with a pretty peasant girl and sends her to Paris to be educated and then has the time of his life keeping her for himself.

The chateau of Jack Holt, Duke of Poltava, overlooks the picturesque little French village of d'Enville. Following a banquet, the Duke discovers the Princess, the woman he loves and is to marry, in the arms of another man. A duel ensues. The Duke kills his adversary, adding another victory to an already long list, which has earned for him the title of "The Killer."

So it is that the Duke becomes disillusioned and loses all faith in the women of his own rank and turns elsewhere in his quest for happiness. But it is not until another duel passes by the boards with the Duke getting the worst of it for the first time in his life, that he finally finds it.

"Eve's Secret" has everything—action, thrills, drama, love-interest and comedy-relief. The story is based on the Broadway stage success, "The Moon-Flower," by Zoe Akins. Clarence Badger directed, and Adelaide Heilbron wrote the screen play.

William Collier, Jr., heads the cast playing in support. Others include Vera Lewis, Lionel Belmore and Mario Carillo.

William Collier, Jr., in Cast of "Eve's Secret"

William Collier, Jr., son of the comedian-playwright-producer, heads the supporting cast of the new Paramount picture, "Eve's Secret," co-starring Betty Compson and Jack Holt, which comes to the..... Theatre for a run of..... days on..... next.

Collier plays the son of a tailor in a little French village. He has dreams of the Riviera, Monte Carlo and beautiful women.

The old-fashioned tailor sat cross-legged as a matter of comfort. It became habit with him. Whenever he sat down he immediately crossed his legs and thereupon revealed the nature of his occupation.

Clarence Badger, who directed "Eve's Secret," brings out this homely touch when Collier, Jr., sits down to dine with Betty Compson.

Collier, who has been left a legacy by his uncle, decides to live like a prince for a week, spending lavishly at Monte Carlo. But he gives away his identity, when he sits down to dine and crosses his legs. Betty instantly recognizes him as the friend of her youth, when she was living in a provincial town, the daughter of the village cobbler.

Vera Lewis, Lionel Belmore and Mario Carillo are others in the cast.

"Eve's Secret" Coming

"Eve's Secret," a Paramount picture co-starring Betty Compson and Jack Holt, comes to the..... Theatre on..... next to remain for..... days.

The story, adapted by Adelaide Heilbron from the Broadway stage play, "The Moon-Flower," by Zoe Akins, is laid in the little French town of d'Enville and has to do with a cobbler's daughter, who is sent to Paris to be educated by a Duke, who intends to make her his Duchess.

Three years find the girl a gorgeously gowned woman, the center of an ardent group of admirers at a resort on the Riviera. The Duke is insanely jealous of her and threatens everyone, who even as much as looks crooked at her. There are frequent quarrels between Eve and the Duke because of his temper.

Enter the other man—Pierre, one-

"Eve's Secret" at Rialto

Paramount Picture, Directed by Clarence Badger, Co-stars
Betty Compson and Jack Holt

THE most romantic spot on the face of the globe" is the title that frequently has been given to the great coast of the Mediterranean Sea. There life is found in perhaps the greatest variety and color, moving on a background built on ages and ages of tradition and custom. In such a setting romance must abound.

It is against such a background that the new Paramount picture, "Eve's Secret," co-starring Betty Compson and Jack Holt, which will be shown next..... at the..... Theatre, is laid.

"Eve's Secret," based on the Broadway stage success, "The Moon-Flower," adapted by Zoe Akins from the play by Lajos Biro, emphasizes the one feudal tradition still left in France—the tradition of the duelist. It plays upon the ancient motto, "Vivere armis" (by force and arms), and does it through the eccentric Duke of Poltava, played by Jack Holt.

In a jest the Duke educates a peasant girl (Miss Compson) to become his Duchess. He is more than successful in turning out a product worthy to bear the title. He educates her beyond gratitude to him, and she is soon the center of attraction at a fashionable resort on the Riviera. The Duke, however, has quite a reputation as a swordsman, and Eve's ardent admirers scatter in seven different directions at his approach. His jealous nature and dictatorial manner cause the girl many moments of sound thinking as to just what her feelings are regarding him.

William Collier, Jr., playing Pierre in the supporting cast of the picture, arrives at the resort. He is an old friend of Eve and has come to the Riviera to blow in a small fortune he has just inherited from an uncle. He meets the girl, but the two fail to recognize each other until later on during a little party in Pierre's suite at the hotel. The Duke, who has sworn to kill the very next man he catches even looking at Eve, walks in on them, and there's a great scene.

But what is Eve's Secret? The picture brings it all to the screen during the next..... days.

Others in the cast of the production, directed by Clarence Badger, who made "New Lives for Old," are Vera Lewis, Lionel Belmore and Mario Carillo. Adelaide Heilbron wrote the screen play.

Jack Holt Dangerous In Newest Paramount

"Eve's Secret," a Paramount picture co-starring Betty Compson and Jack Holt, gives Holt a breathing spell from so-called "Westerns." But at that Jack is known as "The Killer" in the production, coming to the..... Theatre on..... next.

Here's what it's all about.

"Eve's Secret" is the story of a Duke, who marries a peasant girl. As Henri, Duke of Poltava, Holt is a quick-tempered Frenchman who favors the duel as a great little argument settler. He has a long string of victories to his credit and has so won for himself the title of "The Killer." His first victim in the picture is a man, who dares to make love to a Princess, whom the Duke was to have married.

William Collier, Jr., heading the supporting cast in the production, is his second adversary, but this time it turns out to be a case of "The Killer" getting punctured himself. And it's all over Betty Compson, playing Eve, a little peasant girl, whom the Duke has educated in Paris and intends to marry.

"Eve's Secret" was adapted to the screen by Adelaide Heilbron from "The Moon-Flower," the Broadway stage play by Zoe Akins in which Elsie Ferguson starred. Clarence Badger, who made "New Lives for Old," directed.

There's a prominent cast of players appearing in support of the principals.

"Eve's Secret" Here

Specials

Betty Compson Tries Short Story Writing

BETTY Compson has changed her name and entered upon a new career. No, she has not left pictures nor does she plan to—

But—

Miss Compson is writing short stories. She is not doing it just for pastime, but is taking her new work seriously, and it is going out to magazines through the same channels as the brain children of other embryo authors. She is convinced that her work will sell on its merits, and to prove it Miss Compson had adopted a pseudonym. No magazine will be able to accept her stories, Miss Compson declared, just because they happened to be written by Betty Compson. Until her new work has found a steady market she refuses to disclose the pen name she has adopted.

It was during the filming of "Eve's Secret," co-starring Miss Compson and Jack Holt, that she was discovered in her dressing room arduously working on a manuscript. Inquiry disclosed it was her second short story, and that she has the plots of several others already outlined.

Now it's only a question of some magazine "discovering" her.

"Eve's Secret," which opens a.... days' run next..... at the..... Theatre, is a screen version of Zoe Akins' Broadway play, "The Moon-Flower," adapted for the screen by Adelaide Heilbron and directed by Clarence Badger.

William Collier, Jr., heads the cast playing in support.

Holt Felt Out of Place Making "Eve's Secret"

"I feel like a bull in a china shop." So did Jack Holt express himself as he walked into a lavishly furnished dining room of his French chateau, a set for "Eve's Secret," his co-starring vehicle with Betty Compson for Paramount, which opens on..... at the.....

"For months I have been playing in western pictures until chaps, spurs, sombrero and out-of-door clothes have become much more familiar than business suits," declared Holt. "It's just like getting home from a long camping trip to change into city attire and surroundings."

Holt's western pictures for Paramount came almost continuously and took several months in the making. They included such outstanding successes as "Wanderer of the Waste-land," "North of 36" and "The Thundering Herd."

Then came the sudden change to "Eve's Secret," in which he portrays the role of a French duke of wealth and influence, who becomes disgusted with the women of his own set and falls in love with a peasant girl, whom he sends to Paris to be educated, with the intention of making her his Duchess.

Among the well known names in the cast are Vera Lewis, Lionel Belmore and Mario Carillo.

Clarence Badger directed.

Holt "Emotes" to Strains Of Betty Compson's Fiddle

Betty a Duchess in "Eve's Secret" F

From cobbler's daughter to Duchess! Sounds like Betty Compson trying to go Gloria Swanson better.

In "Madame Sans Gene," the ture she made in Paris, Gloria h role which brings her from laund to Duchess, while Betty, in "E Secret," in which she is co-sta with Jack Holt, and which come the..... Theatre for a ru.... days next..... is cast cobbler's daughter, who marrie Duke, who has a chateau on the skirts of the little French vil where Eve lives.

"Eve's Secret," directed by Clar Badger, is based on the Broad success, "The Moon-Flower," by Akins. Holt, as Henri, Duke of tava, is thoroughly disgusted with women of his own rank, when finds the princess, who was to been his wife, in the arms of ano man.

Thoroughly disillusioned, the D falls for the beauty and spirit of little peasant girl, Eve, and sends to Paris to school, intent on mal her his Duchess.

Three years in the French car work miracles. Our next glimps Eve is as a gorgeously gowned w

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

A
Paramount
Picture

Betty
Jack

EVE

COME and lea
be thrilled
mance in a moder
luxuriously pr
of "New Lives fo

Two-column Pr

Reviews fo

"Eve's Secret"

THE Paramount picture, "Eve's Secret," co-starring Betty Compson and Jack Holt, is the feature of this week at the

etty a Duchess in
"Eve's Secret" Film

In "Madame Sans Gene," the picture she made in Paris, Gloria has a role which brings her from laundress to Duchess, while Betty, in "Eve's Secret," in which she is co-starred with Jack Holt, and which comes to the theatre for a run of 70 days next is cast as a blubber's daughter, who marries a duke, who has a chateau on the outskirts of the little French village where Eve lives.

...directed by Clarence
...on the Broadway
...on-Flower," by Zoe
...Henri, Duke of Pol-
...y disgusted with all
...own rank, when he
...who was to have
...the arms of another

Thoroughly disillusioned, the Duke
falls for the beauty and spirit of the
little peasant girl, Eve, and sends her
Paris to school, intent on making
her his Duchess.

Three years in the French capital work miracles. Our next glimpse of Paris is as a gorgeously gowned wom-

It's a New Paramount Picture With Betty Compson and Jack Holt Heading Cast of Players

GENERALLY a girl knows the dictates of her heart when she has two suitors. She is quick to favor one or the other. Occasionally, however, she is in a quandary during the greater part of their courtship until some particular incident brings her to realize who is the right mate.

an, the center of attraction at a fashionable resort on the Riviera. The Duke guards her jealously, and his quick temper results in more than one misunderstanding between him and Eve. Men of every description dog the girl's steps, only to seem to vanish into thin air at the approach of the Duke. There's only one man who dares face him—Pierre, a young "millionaire for a week." How he fares as one of Eve's myriad suitors makes "Eve's Secret" unusual entertainment.

William Collier, Jr., plays Pierre, who goes to Monte Carlo to "live like a Prince" for a week on a small fortune left him by an uncle.

Vera Lewis, Lionel Belmore and Mario Carillo complete the cast of the production.

The latter situation develops in the new Paramount production "Eve's Secret" due at the on Betty Compson, daughter of the village cobbler, attracts Jack Holt, the Duke of Poltava, by her beauty and charm. He sends her to Paris to acquire the culture that will fit her to become his Duchess.

William Collier, Jr., who takes the part of the village tailor's son, is the boyhood friend of the cobbler's daughter. Left a legacy by his uncle, he decided to spend it in one big splurge among the famous Riviera resorts. Posing as a gentleman of fashion he meets and falls in love with Betty, whom he does not recognize in her lovely clothes and surroundings.

Betty is in a quagmire of doubt. She is undecided between Collier and the Duke. The latter has a wild, jealous nature. The circumstances result in a duel between the two suitors in which Holt is wounded. Seeing him in pain, Betty's heart goes out to him and her love asserts itself. She makes her choice and Eve's Secret is out.

Miss Compson and Holt are co-starred in "Eve's Secret," which is based on the Broadway stage success, "The Moon-Flower," by Zoe Akins. Clarence Badger directed. Vera Lewis, Lionel Belmore and Mario Carillo complete the cast.

Betty Compson and Jack Holt Due Here Shortly

There's screen history in the Paramount picture, "Eve's Secret," which comes to the.....Theatre for a....days' run on.....next. It gives film fans their first opportunity of seeing Betty Compson and Jack Holt, two of Paramount's most popular stars, in the same cast. Both are co-starred in the production in parts said to present them at their best, but are also claimed to have an opportunity to cut lose with everything they have.

Betty is given every opportunity. First she is seen as a pretty and lovable peasant girl. Then fate reaches out. She has wealth, and she lavishes it in surroundings that contrast with richness. She is seen in a world of glittering modish gowns.

Holt appears in an entirely new type of role. It is something he has never done before and should mark the beginning of a new fan following for him. He steps wide of his splendid portrayals in "Wanderer of the Wasteland," "North of 36" and "The Thundering Herd." He completely forgets his chaps and spurs, his sombrero and his holster, but in his pocket rests his faithful gun. And he uses it. Not as a Westerner but as a European aristocrat with a great reputation as a successful duelist.

The story, adapted to the screen by Adelaide Heilbron from the stage play, "The Moon-Flower," in which Elsie Ferguson starred, is one of a Duke who falls in love with a peasant girl, sends her to Paris to be educated, intent on making her his wife, and then has to fight to keep her for himself.

William Collier, Jr., recently seen in "The Devil's Cargo," heads the strong supporting cast. Clarence Badger, who made "New Lives for Old," directed.

Stellar Cast in "Eve's Secret"

**Betty Compson, Holt Co-stars,
Collier, Jr., Heads Support**

THE day of the long drawn out cast of characters—names that don't mean a thing to theatre-goers is about over, judging from recent pictures in general and the new Paramount production, "Eve's Secret," in particular.

"Fewer and bigger names" seems to be Paramount's motto.

For the first time in their screen careers Betty Compson and Jack Holt are co-starred in a picture in "Eve's Secret", written for the screen by Adelaide Heilbron from the Broadway hit, "The Moon-Flower," by Zoe Akins, which was in turn based on Lajos Biro's European success.

Holt has the role of a quick-tempered Duke whose chateau overlooks the little French village of d'Enville. The Duke's faith in the women of his own rank is pretty much frayed out as the result of finding the Princess, the woman he was to have married, in the arms of another man. Holt removes the man in the case in a duel and then fares forth into the village where he meets Betty, playing Eve, a cobbler's daughter. It's a case of love at first sight, and he sends her to Paris to be educated, intent on making her his wife.

William Collier, Jr., recently seen in "The Devil's Cargo," and who has the title role in the forthcoming Paramount production, "The Wanderer," which brings the Prodigal Son to the screen, heads the supporting cast. He has the role of Pierre, who also lives in the village. He is left a small fortune by an uncle and later scenes find him at a resort on the Riviera where he meets Eve, now a gorgeously gowned, elegantly mannered woman. The Duke and he engage in a duel over the girl. Pierre wins the duel but loses Eve. "Eve's Secret" brings it all to the screen at the Theatre next

Other big names in the cast are Vera Lewis, Lionel Belmore and Mario Carillo, the last named one of Eve's many admirers whom the Duke orders out of town.

"Eve's Secret" was directed by Clarence Badger, who made "New Lives for Old."

Famous Gambler Gives His Version of "Eve's Secret"

"Gambling with human hearts is lower than cheating at cards, and any gambler who is married is stacking the deck against his wife and kids."

This was the philosophical observation of the "Cherokee Kid" who followed in the trial of the goddess, Chance, during the prime portion of his seventy years. He was discussing "Eve's Secret", a Paramount picture coming to the.....on....., and deviated to the subject of gambling.

"If you take the title and apply it to gambling," he said, "it's one thing. If you apply it to love it's another. If you combine the two there's the devil to pay, because they don't mix happily. As Robert Service says, 'I've gambled the whole world over, from Monte Carlo to Maine, from Dawson City to Dover, from San Francisco to Spain, and in all my experience I've never seen a home that was truly a home when the husband was a gambler."

"When a woman gets the gambling fever she's generally worse than a man, more reckless and a poorer loser. Now, understand, what I'm talking about has nothing to do with the picture, 'Eve's Secret,' but concerns only the title. And if Eve whispered a secret guided by love she told her man to lay off gambling because the baby needed a new pair of golf shoes; but if she didn't love him then she probably said to go ahead and play his last dollar on unlucky thirteen. That's women."



Betty Compson Jack Holt ~ in

EVE'S SECRET

COME and learn "Eve's Secret," and be thrilled by this fascinating romance in a modern Garden of Eden.

Luxuriously produced by the director of "New Lives for Old."

Two-column Press Advertisement 2A

Reviews for the Papers

"Eve's Secret"

ing scenes that Eve's secret is revealed. Just what it's all about, we'll leave for the picture to tell.

**"Eve's Secret" Newest
Paramount Comedy-Drama**

(Review No. 2)

his life, that he finally finds it. "Eve's Secret" has everything—action, thrills, drama, love-interest and comedy-relief. The story is based on the Broadway stage success, "The Moon-Flower," by Zoe Akins. Clarence Badger directed, and Adelaide Heilbron wrote the screen play. William Collier, Jr., heads the cast playing in support. Others include Vera Lewis, Lionel Belmore and Mario Carillo.

William Collier, Jr., in Cast of "Eve's Secret"

William Collier, Jr., son of the comedian-playwright-producer, heads the supporting cast of the new Paramount picture, "Eve's Secret," co-starring Betty Compson and Jack Holt, which comes to the Theatre for a run of . . . days on . . . next.

Collier plays the son of a tailor in a little French village. He has dreams of the Riviera, Monte Carlo and beautiful women.

The old-fashioned tailor sat cross-legged as a matter of comfort. It became habit with him. Whenever he sat down he immediately crossed his legs and thereupon revealed the nature of his occupation.

Clarence Badger, who directed "Eve's Secret," brings out this home-ly touch when Collier, Jr., sits down to dine with Betty Compson.

Collier, who has been left a legacy by his uncle, decides to live like a prince for a week, spending lavishly at Monte Carlo. But he gives away his identity, when he sits down to dine and crosses his legs. Betty instantly recognizes him as the friend of her youth, when she was living in a provincial town, the daughter of the village cobbler.

Vera Lewis, Lionel Belmore and Mario Carillo are others in the cast.

"Eve's Secret" Coming

"Eve's Secret," a Paramount picture co-starring Betty Compson and Jack Holt, comes to the Theatre on . . . next to remain for . . . days.

The story, adapted by Adelaide Heilbron from the Broadway stage play, "The Moon-Flower," by Zoe Akins, is laid in the little French town of d'Enville and has to do with a cobbler's daughter, who is sent to Paris to be educated by a Duke, who intends to make her his Duchess.

Three years find the girl a gorgeously gowned woman, the center of an ardent group of admirers at a resort on the Riviera. The Duke is insanely jealous of her and threatens everyone, who even as much as looks crooked at her. There are frequent quarrels between Eve and the Duke because of his temper.

Enter the other man—Pierre, one-time tailor's son of Eve's home town, now a "millionaire for a week." He has inherited a small fortune from an uncle and is bent on blowing it all in at Monte Carlo. He becomes infatuated with Eve, and the trouble starts.

William Collier, Jr., plays Pierre, who wounds the Duke in a duel. He turns to Eve in triumph, but gets the set-back of his life when the girl goes to the wounded Duke. It's something a little different in picture climaxes.

Clarence Badger, who made "New Lives for Old," directed the production.

fashionable resort on the Riviera. The Duke, however, has quite a reputation as a swordsman, and Eve's ardent admirers scatter in seven different directions at his approach. His jealous nature and dictatorial manner cause the girl many moments of sound thinking as to just what her feelings are regarding him.

William Collier, Jr., playing Pierre in the supporting cast of the picture, arrives at the resort. He is an old friend of Eve and has come to the Riviera to blow in a small fortune he has just inherited from an uncle. He meets the girl, but the two fail to recognize each other until later on during a little party in Pierre's suite at the hotel. The Duke, who has sworn to kill the very next man he catches even looking at Eve, walks in on them, and there's a great scene.

But what is Eve's Secret? The picture brings it all to the screen during the next . . . days.

Others in the cast of the production, directed by Clarence Badger, who made "New Lives for Old," are Vera Lewis, Lionel Belmore and Mario Carillo. Adelaide Heilbron wrote the screen play.

Jack Holt Dangerous In Newest Paramount

"Eve's Secret," a Paramount picture co-starring Betty Compson and Jack Holt, gives Holt a breathing spell from so-called "Westerns." But at that Jack is known as "The Killer" in the production, coming to the Theatre on . . . next.

Here's what it's all about.

"Eve's Secret" is the story of a Duke, who marries a peasant girl. As Henri, Duke of Poltava, Holt is a quick-tempered Frenchman who favors the duel as a great little argument settler. He has a long string of victories to his credit and has won for himself the title of "The Killer." His first victim in the picture is a man, who dares to make love to a Princess, whom the Duke was to have married.

William Collier, Jr., heading the supporting cast in the production, is his second adversary, but this time it turns out to be a case of "The Killer" getting punctured himself. And it's all over Betty Compson, playing Eve, a little peasant girl, whom the Duke has educated in Paris and intends to marry.

"Eve's Secret" was adapted to the screen by Adelaide Heilbron from "The Moon-Flower," the Broadway stage play by Zoe Akins in which Elsie Ferguson starred. Clarence Badger, who made "New Lives for Old," directed.

There's a prominent cast of players appearing in support of the principals.

"Eve's Secret" Here

"Eve's Secret," a Paramount picture co-starring Betty Compson and Jack Holt, opens a . . . days' run at the . . . today—and there's not a fig leaf in it!

We don't know what Eve's Secret is, but we can tell you that Eve is a little French girl, who falls in love with a Duke, who sends her to Paris to be educated. She returns a beautiful woman, and all the men at a fashionable resort on the Riviera start falling all over each other's feet in their attentions to her. The Duke flies off the handle and some great action scenes follow.

the brain children of other embryo authors. She is convinced that her work will sell on its merits, and to prove it Miss Compson had adopted a pseudonym. No magazine will be able to accept her stories, Miss Compson declared, just because they happened to be written by Betty Compson. Until her new work has found a steady market she refuses to disclose the pen name she has adopted.

It was during the filming of "Eve's Secret," co-starring Miss Compson and Jack Holt, that she was discovered in her dressing room arduously working on a manuscript. Inquiry disclosed it was her second short story, and that she has the plots of several others already outlined.

Now it's only a question of some magazine "discovering" her.

"Eve's Secret," which opens a . . . days' run next . . . at the Theatre, is a screen version of Zoe Akins' Broadway play, "The Moon-Flower," adapted for the screen by Adelaide Heilbron and directed by Clarence Badger.

William Collier, Jr., heads the cast playing in support.

Holt Felt Out of Place Making "Eve's Secret"

"I feel like a bull in a china shop."

So did Jack Holt express himself as he walked into a lavishly furnished dining room of his French chateau, a set for "Eve's Secret," his co-starring vehicle with Betty Compson for Paramount, which opens on . . . at the . . .

"For months I have been playing in western pictures until chaps, spurs, sombrero and out-of-door clothes have become much more familiar than business suits," declared Holt. "It's just like getting home from a long camping trip to change into city attire and surroundings."

Holt's western pictures for Paramount came almost continuously and took several months in the making. They included such outstanding successes as "Wanderer of the Wasteland," "North of 36" and "The Thundering Herd."

Then came the sudden change to "Eve's Secret," in which he portrays the role of a French duke of wealth and influence, who becomes disgusted with the women of his own set and falls in love with a peasant girl, whom he sends to Paris to be educated, with the intention of making her his Duchess.

Among the well known names in the cast are Vera Lewis, Lionel Belmore and Mario Carillo.

Clarence Badger directed.

Holt "Emotes" to Strains Of Betty Compson's Fiddle

It is not often that a star can act before a camera to music furnished by a star, but Jack Holt did.

Betty Compson, who is co-starred with Holt in "Eve's Secret" is an accomplished violinist. Director Clarence Badger was all ready for a close-up of Holt, but the musicians, anticipating a few minutes delay for a change of lights, had disappeared. Miss Compson borrowed a violin from a company working on an adjoining stage and furnished the necessary emotional music.

Kenneth Hawks, Badger's assistant, who is a finished pianist, played the accompaniment.

"Eve's Secret," based on the Broadway play, "The Moon-Flower," by Zoe Akins, is the story of a beautiful young siren and the men who learned about women from her. The scenes are laid in a little French village and a fashionable resort on the Riviera. William Collier, Jr., heads the supporting cast.

"Eve's Secret" Closes Run

The final showings of the Paramount picture, "Eve's Secret," which was shown for the first time in . . . at . . . Theatre on . . . last, will take place there today.

Betty Compson and Jack Holt are co-starred in the production, directed by Clarence Badger from an adaptation of the Broadway stage play, "The Moon-Flower," in which Elsie Ferguson starred.

William Collier, Jr., heads the supporting cast of the picture which tells of a little French peasant girl, a cobbler's daughter, who becomes a Duchess. The scenes are laid in the little village of d'Enville, at a fashionable resort on the Riviera, and Monte Carlo.

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

A
Paramount
Picture



Betty
Jack

EVE

COME and lea
be thrilled
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Luxuriously pr
of "New Lives fo

Two-column P

Reviews fo

"Eve's Secret"

THE Paramount picture, "Eve's Secret," co-starring Betty Compson and Jack Holt, is the feature this week at the Theatre on the Broadway stage play, "The Moon-Flower," by Zoe Akins. Clarence Badger directed, and Adelaide Heilbron wrote the scenario.

Betty is cast as Eve, a cobbler's daughter living in a little French village, where Holt, as the Duke of Poltava, has his chateau. The Duke lost all faith in the women of his rank as the result of a Princess whom he was to have married, a woman who threw him over for another. He sees Eve and decides that she is the type of girl to make him a fine wife, so he sends her to Paris to be educated.

Three years pass. The scene shifts to a fashionable resort on the Riviera. It is a transformed Eve—see—a gorgeously gowned, chic Eve—the center of an admiring flock of males, who scatter in every direction at the approach of the quick-tempered Duke, who has quite a reputation as a successful duelist. Eve and he are constantly quarreling as a result of the dictatorial manner which he affects.

William Collier, Jr., heading the supporting cast, arrives on the scene. Playing Pierre, he is a small town friend of Eve's, a tailor's apprentice, who has just inherited a fortune from an uncle and has come to blow it all in at Monte Carlo. He at once becomes interested in the girl, who he fails to recognize. He invites her to dine in his apartment, and to spite the Duke she consents, taking special care that the Duke hears about it.

During the course of the evening the two learn each other's identity and Eve realizes for the first time the danger she has placed the lad in. For the Duke has sworn to kill the next man he catches even looking at her.

The Duke arrives, and there's a great scene, resulting in Pierre's challenging the Duke to a duel. They meet 'at dawn,' and it is in the enst

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PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

A
Paramount
Picture

Betty Compson
Jack Holt ~ in

EVE'S
SECRET

COME and learn "Eve's Secret," and
be thrilled by this fascinating ro-
mance in a modern Garden of Eden.
Luxuriously produced by the director
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Two-column Press Advertisement 2A

Reviews for the Papers

"Eve's Secret"

THE Paramount picture, "Eve's Secret," co-starring Betty Compson and Jack Holt, is the feature all this week at the Theatre. The story is based on the Broadway stage play, "The Moon-Flower," by Zoe Akins. Clarence Badger directed, and Adelaide Heilbron wrote the scenario.

Betty is cast as Eve, a cobbler's daughter living in a little French village, where Holt, as the Duke of Poltava, has his chateau. The Duke has lost all faith in women of his own rank as the result of a Princess, whom he was to have married, and who threw him over for another. He sees Eve and decides that she is the type of girl to make him a fine wife; so he sends her to Paris to be educated.

Three years pass. The scene shifts to a fashionable resort on the Riviera. It is a transformed Eve we see—a gorgeously gowned, chic Eve, the center of an admiring flock of males, who scatter in every direction at the approach of the quick-tempered Duke, who has quite a reputation as a successful duelist. Eve and he are constantly quarreling as a result of the dictatorial manner which he affects.

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ing scenes that Eve's secret is revealed. Just what it's all about, we'll leave for the picture to tell.

(Review No. 2)

Betty Compson and Jack Holt are co-starred in a picture for the first time in "Eve's Secret," directed by Clarence Badger for Paramount, and which opened yesterday at the "Eve's Secret," adapted for the screen by Adelaide Heilbron from the Broadway stage success, "The Moon-Flower," tells of Eve, a little French peasant girl, who becomes a Duchess.

Eve is a cobbler's daughter, who carries on an across-the-street flirtation with Pierre, a tailor's apprentice-son, played by William Collier, Jr. Holt, playing the Duke of Poltava, sees Eve and is struck with her beauty and spirit. Disgusted with all women of his own rank, as the result of a disillusionment, he decides that here is the girl he is going to make his wife. He sends her to Paris to be educated, and that is the last we see of her for three years, when we again come upon her as the center of attraction at the Ville d'Or, on the Riviera. The Duke keeps a jealous guard over her.

Who should arrive at the resort but Pierre. He has fallen heir to a small fortune and, rather than live in comfort back in the little French village for the rest of his life, has come to the Riviera to realize the ambition of a lifetime and "live like a Prince" for a week. Boylike, he pursues Eve (neither recognizes the other at first) with invitations that she dine with him. She finally consents, and when the Duke walks in on them, there is the dickens to pay.

A duel at dawn brings the picture to a close. It is a case of winner loses. The picture will show what we mean.

After "Wanderer of the Wasteland," "North of 36" and "The Thundering Herd," it's good to see Holt in a "dressed-up" role, though his trusty old-six shooter comes in handy in this one, too. Miss Compson, also, has the finest role of her career in "Eve's Secret." Collier is ideally cast.

jealous nature. The circumstances result in a duel between the two suitors in which Holt is wounded. Seeing him in pain, Betty's heart goes out to him and her love asserts itself. She makes her choice and Eve's Secret is out.

Miss Compson and Holt are co-starred in "Eve's Secret," which is based on the Broadway stage success, "The Moon-Flower," by Zoe Akins. Clarence Badger directed. Vera Lewis, Lionel Belmore and Mario Carillo complete the cast.

Betty Compson and Jack Holt Due Here Shortly

There's screen history in the Paramount picture, "Eve's Secret," which comes to the Theatre for a days' run on next. It gives film fans their first opportunity of seeing Betty Compson and Jack Holt, two of Paramount's most popular stars, in the same cast. Both are co-starred in the production in parts said to present them at their best, but are also claimed to have an opportunity to cut lose with everything they have.

Betty is given every opportunity. First she is seen as a pretty and lovable peasant girl. Then fate reaches out. She has wealth, and she lavishes it in surroundings of richness. She is seen in of glittering modish gowns.

Holt appears in an entirely new type of role. It is something he has never done before and should mark the beginning of a new fan following for him. He steps wide of his splendid portrayals in "Wanderer of the Wasteland," "North of 36" and "The Thundering Herd." He completely forgets his chaps and spurs, his sombrero and his holster, but in his pocket rests his faithful gun. And he uses it. Not as a Westerner but as a European aristocrat with a great reputation as a successful duelist.

The story, adapted to the screen by Adelaide Heilbron from the stage play, "The Moon-Flower," in which Elsie Ferguson starred, is one of a Duke who falls in love with a peasant girl, sends her to Paris to be educated, intent on making her his wife, and then has to fight to keep her for himself.

William Collier, Jr., recently seen in "The Devil's Cargo," heads the strong supporting cast. Clarence Badger, who made "New Lives for Old," directed.

"Eve's Secret" Newest Paramount Comedy-Drama

Every person, young and old, dreams of sudden riches and romance—and that's why "Eve's Secret," a Paramount picture co-starring Betty Compson and Jack Holt, which opens at the Theatre next is going to prove one of the most entertaining productions of the current season.

"Eve's Secret" is based on the Broadway stage play, "The Moon-Flower," by Zoe Akins, and has to do with a little French peasant girl who marries a Duke. It is crammed full of humor. From the very first foot of film showing the little French village down to the revelation of the secret itself, there are laughable situations galore. Real picture enjoyment is attained through the smooth blend of comedy and tragedy, for there is a strong vein of possible tragedy running throughout the story.

And there are thrills. The first duel between two artists with the pistols presents a scene that is claimed will hold you to your seat. And there's another duel—between Holt and William Collier, Jr., who heads the supporting cast in the production. It has all the thrill of fight with the added heart-gripping element of the unequal situation of the contestants. One is a past master at the art while the other has never had a pistol in his hand in his life. Sympathy is with the boy, but by this time Holt has also deftly played upon the sympathy of the audience.

Who will win the duel and, of course, get the girl? That's another secret "Eve's Secret" has to reveal. Clarence Badger directed the picture, which was written for the screen by Adelaide Heilbron. Vera Lewis, Lionel Belmore and Mario Carillo are other big names in the cast.

The scenes are laid entirely in France, ranging from the little French village of d'Enville to the fashionable resorts along the Riviera, and Monte Carlo.

where he meets Betty. Eve, a cobbler's daughter. It's a case of love at first sight, and he sends her to Paris to be educated, intent on making her his wife.

William Collier, Jr., recently seen in "The Devil's Cargo," and who has the title role in the forthcoming Paramount production, "The Wanderer," which brings the Prodigal Son to the screen, heads the supporting cast. He has the role of Pierre, who also lives in the village. He is left a small fortune by an uncle and later scenes find him at a resort on the Riviera where he meets Eve, now a gorgeously gowned, elegantly mannered woman. The Duke and he engage in a duel over the girl. Pierre wins the duel but loses Eve. "Eve's Secret" brings it all to the screen at the Theatre next

Other big names in the cast are Vera Lewis, Lionel Belmore and Mario Carillo, the last named one of Eve's many admirers whom the Duke orders out of town.

"Eve's Secret" was directed by Clarence Badger, who made "New Lives for Old."

Famous Gambler Gives His Version of "Eve's Secret"

"Gambling with human hearts is lower than cheating at cards, and any gambler who is married is stacking the deck against his wife and kids."

This was the philosophical observation of the "Cherokee Kid" who followed in the trial of the goddess, Chance, during the prime portion of his seventy years. He was discussing "Eve's Secret," a Paramount picture coming to the on, and deviated to the subject of gambling.

"If you take the title and apply it to gambling," he said, "it's one thing. If you apply it to love it's another. If you combine the two there's the devil to pay, because they don't mix happily. As Robert Service says, 'I've gambled the whole world over, from Monte Carlo to Maine, from Dawson City to Dover, from San Francisco to Spain, and in all my experience I've never seen a home that was truly a home when the husband was a gambler."

"When a woman gets the gambling fever she's generally worse than a man, more reckless and a poorer loser. Now, understand, what I'm talking about has nothing to do with the picture, 'Eve's Secret,' but concerns only the title. And if Eve whispered a secret guided by love she told her man to lay off gambling because the baby needed a new pair of golf shoes; but if she didn't love him then she probably said to go ahead and play his last dollar on unlucky thirteen. That's women."

The "Cherokee Kid," famous in gambling annals of the West and even of the world, for several decades, acted as technical expert in advising Director Clarence Badger in the Monte Carlo gambling scenes of "Eve's Secret." "Cherokee" also plays the part of roulette supervisor in the production. The drama co-stars Betty Compson and Jack Holt. Other important names in the cast are William Collier, Jr., Vera Lewis, Lionel Belmore and Mario Carillo.

Betty Recalls Old Days

Betty Compson had a taste of the old vaudeville days while "Eve's Secret," co-starring her and Jack Holt, was being filmed.

One of the sequences called for bathing beach scenes at high tide. The point of location was several hours' ride by automobile from Miss Compson's home in Flintridge. To catch the right tide, work on production had to start soon as there was sufficient light. Just like catching a train for a quick jump on the vaudeville circuit where Miss Compson started her stage career, she was up before daylight. On the way she slept curled up on the back seat of her limousine as she used to do she said, in the coach of a train.

Shortly before the beach was reached her chauffeur called her, she put on her make-up, and was all ready for the first click of the camera.

The supporting cast of "Eve's Secret," which comes to the next, includes William Collier, Jr., Vera Lewis, Lionel Belmore and Mario Carillo. Clarence Badger directed.

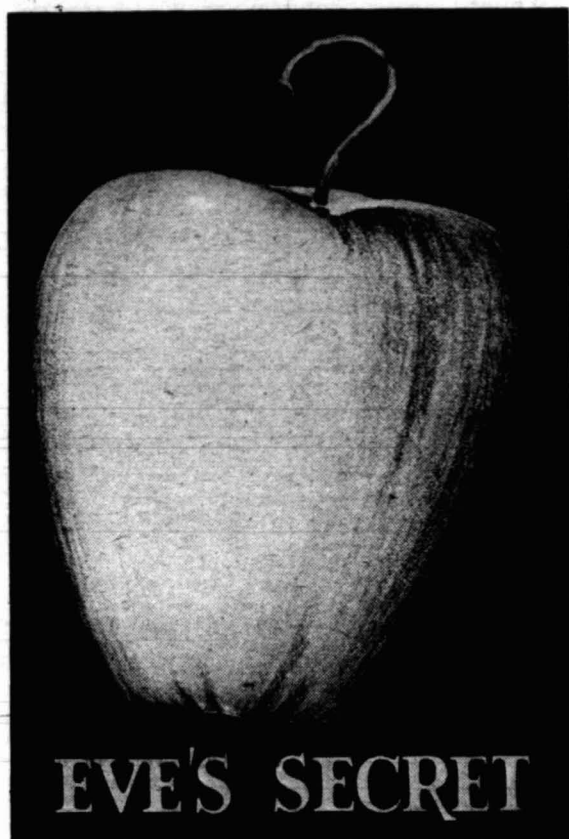
The story is one of a Duke, played by Jack Holt, who becomes disillusioned with all women of his own rank and falls in love with a little peasant girl, whom he sends to Paris to school, intent on making her his Duchess.



Betty Compson and Jack Holt PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth Advertisin

Four - Page Colored Herald



Novelty and class combined in a herald that will sell seats as fast as the cashier can make change.

The cut on the left shows the teaser cover. Even classier in flashy colors.

Center spread is packed with scenes and talk. Back page blank for imprinting.

Only \$3.00 per 1,000.

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A romance-drama as modern as today's headlines.

Can women keep a secret? Eve's Secret! Come and hear it!

The story of a modern charmer and the men she dazzled.

What did the serpent whisper to Eve? See "Eve's Secret."

The question is: What is "Eve's Secret?"

The answer is: It's a thrill-tense, luxury-revealing, swifly-moving love-

Two big stars and two hundred moments.

Betty Compson, chic and charming apple of every man's eye; Jack Holt to a modern role, is her jealous, hotheaded lover.

Based on Elsie Ferguson's big Broadway hit, "The Modest Flower."

Secrets worth knowing:
The secret of success—
The secret of long life—
The secret of happiness—
And "Eve's Secret!"

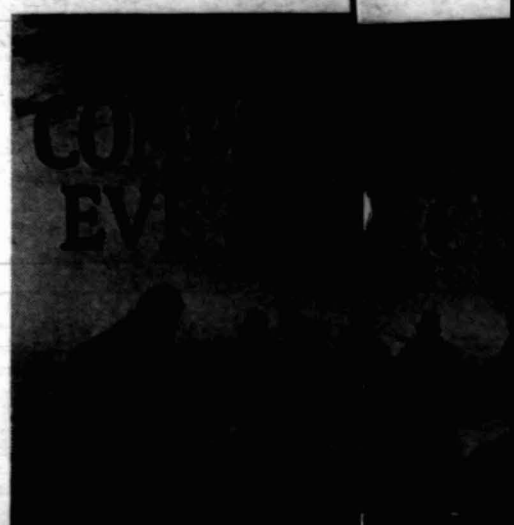
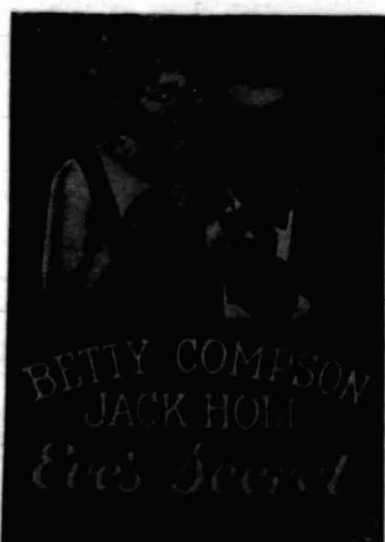
TRAILER

Regular Service Trailers are issued by Paramount Pictures. They consist of two or three feet of film, including two or three selling titles and five or six carefully edited punch scenes from the picture. They sell for \$5 during the first four months of release date, with a refund of \$1.50 turned within two weeks of b

After four months the refund is returned. Regular Service Trailers cost you \$3.50 net, depending on when you order the picture.

YOU CAN GET A SERVICE TRAILER ON "EVE'S SECRET"

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



and Jack Holt in "Eve's Secret"

ER THAT PACKS THE PUNCH

th Running, It's Worth Advertising"



Ad Catchlines

Now it can be told! Now you'll learn Eve's Secret."

A romance-drama as modern as tomorrow's headlines.

Can women keep a secret? Eve did! Come and hear it told!

The story of a modern charmer and the men she dazzled.

What did the serpent whisper to Eve? See "Eve's Secret."

The question is: What is "Eve's Secret?" The answer is: It's a thrill-teeming, luxury-revealing, swift-moving love-drama.

Two big stars and two hundred star moments.

Betty Compson, chic and charming, is the apple of every man's eye; Jack Holt, back to a modern role, is her jealous, hot-tempered lover.

Based on Elsie Ferguson's big Broadway stage hit, "The Moon-Flower."

Secrets worth knowing:
The secret of success—
The secret of long life—
The secret of happiness—
And "Eve's Secret."

TRAILER

Regular Service Trailers are issued on all Paramount Pictures. They consist of 75 feet of film, including two or three good selling titles and five or six carefully selected punch scenes from the picture. They sell for \$5 during the first four months after release date, with a refund of \$1.50 if returned within two weeks of booking. After four months they sell for \$2.50, with a refund if returned within two weeks. Regular Service Trailers thus cost you \$3.50 or \$5.00 net, depending on when you play the picture.

YOU CAN GET A SERVICE TRAILER ON "EVE'S SECRET"



EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

Put the picture over the top by putting posters over the town. Here are real business-getters!



EVE'S SECRET

page blank for imprinting.

Only \$3.00 per 1,000.

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising POSTERS		Supplementary (Two Column) (Adv. Only)...	
One Sheet (1A and 1B).....	\$.15	Three Column15
Three Sheet (3A and 3B).....	.45	Four Column (Adv. Only).....	.25
Six Sheet (6A).....	.75	FOR GENERAL EXPLOITATION	
Twenty-four Sheet (24A).....	2.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
PHOTOS FOR YOUR LOBBY		Insert Cards (14 x 36 in. to fit above).....	.35
22 x 28 (Colored)40	22 x 28 Gilt Frames	1.50
11 x 14 Set of Eight (Colored).....	.80	Heralds, per thousand.....	3.00
For Newspaper Ads ADVERTISING CUTS		Cross Word Puzzle Books, Each.....	.08
One Column35	Window Card07
Two Column65	Publicity Photos, Each.....	.10
Supplementary (Two Column).....	.35	Trailers—National Screen Service	
MATS, ADVERTISING, PRODUCTION, ETC.		126 W. 46th St., New York City	
One Column05	845 So. Wabash Ave., Chicago, Ill.	
Two Column10	917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.

Betty Compson, charming apple of every man's eye; Jack Holt, her jealous, ho-

Based on Elsie Ferguson's big Broadway hit, "The Moon Flower."

Secrets worth knowing: The secret of success—The secret of long life—The secret of happiness—And "Eve's Secret."

TRAILER

Regular Service Trailers are issued by Paramount Pictures. They consist of two or three feet of film, including selling titles and five or six carefully selected punch scenes from the picture. They are sold for \$5 during the release date, with a refund of \$1.50 turned within two weeks of box office.

After four months the \$1 refund is returned. Regular Service Trailers then cost you \$1.50 net, depending on when you turn them in.

YOU CAN GET A SERVICE TRAILER ON "EVE'S SECRET"

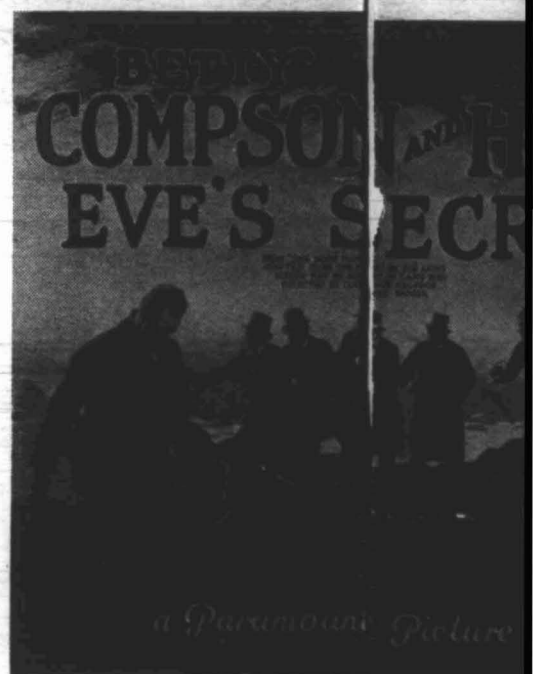


One Sheet Poster 1A

Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A

to big stars and
nts.
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of every man's eye; Jack Holt, back
modern role, is her jealous, hot-tem-
lover.
ed on Elsie Ferguson's big Broadway
hit, "The Moon-Flower."
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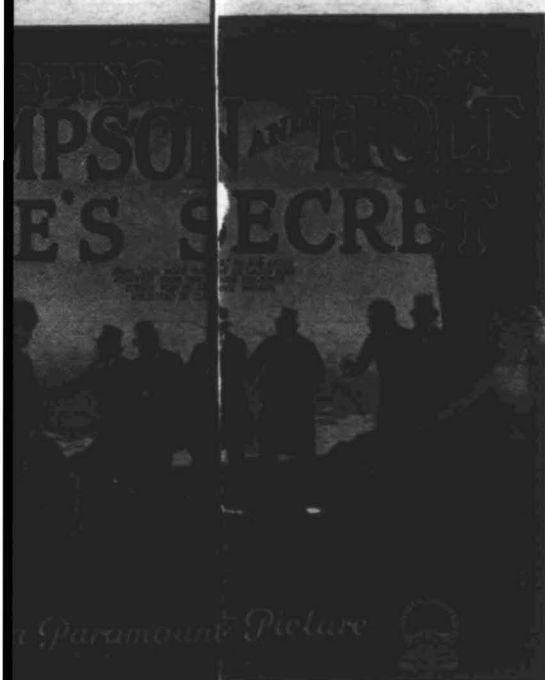
TRAILER

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After four months they sell for \$2.50, with
refund if returned within two weeks. Regu-
lar Service Trailers thus cost you \$3.50 or
\$4.00 net, depending on when you play
the picture.

YOU CAN GET A SERVICE
TRAILER ON "EVE'S SECRET"



EIGHT COLORED LOBBY CARDS (EACH 11" x 14")



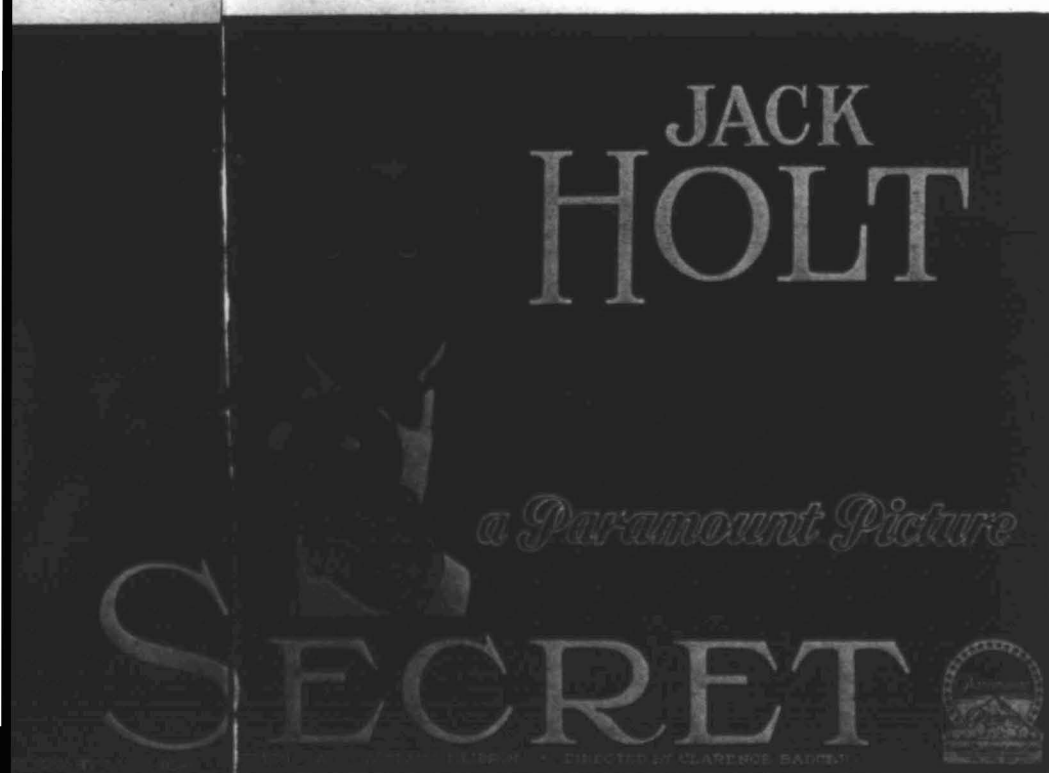
Six Sheet Poster 6A



Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet Poster 24A



Three Sheet Poster 3B

This document is from the Library of Congress
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Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

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